

INFORMATION PAPER

L30/Mktg Ofc
30 July 2004

SUBJECT: MARINE CORPS LOGISTICS COMMAND TARGET MARKETING PLAN

FACTS:

1. Balanced Scorecard Goal/Objective.

Increase Revenue. Increase non-Marine Corps funding streams.

2. Project Description.

To develop a target marketing plan in order to meet depot maintenance workload shortfalls within the Maintenance Centers at the Marine Corps Logistics Command. The Marine Corps Logistics Command (LOGCOM) will increase non-Marine Corps funding streams that allow us to grow and broaden our business base to sustain Depot Maintenance core capabilities and required skill sets. The measure of growth in sources of non-Marine Corps funding streams will include opportunities to market under utilized capacity within our Maintenance Centers at Albany, GA and Barstow, CA. Upon successful development and implementation of this strategic initiative the desired end state will be the incorporation of the target marketing plan into the ongoing operations of the Marketing Office within 18-24 months.

3. Why Required.

The Marketing Office's target marketing plan will formally establish the course of action that will be taken to meet identified workload shortfalls with workload that will complement our core capabilities. The additional workload obtained from other services, partnering arrangements and from Program Managers allows our Maintenance Centers to grow and expand their business base, maintain core skill sets and to cover fixed costs. The benefits to LOGCOM and in particular the Marine Corps as a whole are increased efficiency in operations, sustainment of core skills and increased readiness of our Marines.

4. Resources.

This initiative has been included in the POM beginning in FY06 through FY11. The funding requirement included in this projection is \$72K in FY06 and continues throughout FY11 and provides funding for TAD and related marketing materials costs. The TAD is required for business developers to attend Industry Trade Shows and events; as well as, liaison visits to Program Managers, representatives from other services, and commercial organizations. Related materials and supplies costs include admissions/registration fees and marketing materials development and production.

5. Plan of Action and Milestones.

Upon receipt of identified workload shortfalls the Marketing Office will develop (or update) and execute a target marketing plan to seek appropriate workload substitutions and associated revenue

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streams. The marketing plan will take into account those trade shows, industry days, Program Manager visits both internally and externally to the Marine Corps, and networking engagements necessary to implement the plan. A proposed POA&M to support the initial target marketing plan is as follows:

POA&M

Receive workload shortfall information/report	+1 Day
Review and Analyze target Workload listing	+7 Days
Develop plan including research to determine opportunities to Attend trade show, industry days Liaison w/Program Managers	+14 Days
Execute Marketing Plan	+21 Days
Review/Assessment of Plan	Quarterly/upon receipt of updated workload information

6. Owning Organization/ Partners.

Upon receipt of the identified workload shortfalls the Marketing Office will take action to develop a target marketing plan.

7. Point of Contact.

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